

July 3, 2018

Keio University Graduate School of Business Administration

**Chinese, Korean, and Japanese business school students to gather in Japan to  
analyze businesses for the Asia Business Field Study (July 7–July 14)  
“Productivity in the service industry—is Japanese hospitality profitable?”**

The Keio University Graduate School of Business Administration (KBS) has been offering the Asia Business Field Study (CKJ program) as one of the courses on its master’s program since 2012. This program is a fieldwork-based course on which students from business schools in China and Korea, and KBS students, visit businesses, etc., in the host nation with the objective of having discussions with their management, and based on the provided theme, analyze the businesses, identify problems, and make recommendations. In 2018, the program will be held in Japan, and students will analyze businesses such as inns in Yamanaka Onsen (Kaga City, Ishikawa Prefecture) and those in transportation, food and drink, and logistics under the theme of “Productivity in the service industry—is Japanese hospitality profitable?”

We invite members of the press to cover KBS’s efforts to foster the future generation of global leaders.

## 1. Overview

- (1) Name of program: Asia Business Field Study (CKJ program)  
(Course offered at the Keio University Graduate School of Business Administration)
- (2) Date and time: July 7, 2018 (Sat.), afternoon–14 (Sat.) (8 days)
- (3) Venue: Keio University Graduate School of Business Administration (inside the Kyoseikan Collaboration Complex at Keio University Hiyoshi Campus)
- (4) Visits and schedule:
 

July 8–9	Yamanaka Onsen Kayoutei, Tawaraya, Kisshou Yamanaka (Kaga City, Ishikawa Prefecture)
July 10	Office of the Tokyo Organising Committee of the Olympic and Paralympic Games (tentative)
July 11	Haneda Airport (ANA HOLDINGS INC.)
July 12	Royal Garden Cafe AOYAMA (ROYAL HOLDINGS Co., Ltd.) Star Mica Co., Ltd.
July 13	Seven-Eleven Japan Co., Ltd. (Seven & i Holdings Co., Ltd.)
July 14	Business analysis presentations

※ Coverage is possible for the entire program (members of the press can join the company visits and the presentations on the final day).

## 2. Participating universities and numbers of participants

- Tsinghua University (China), Korea Advanced Institute of Science and Technology (KAIST; Korea), KBS students
- Students: 12 from each university (total: 36); Staff and faculty members: 2 from each university (total: 6)
- \* Students will be divided into 6 groups, visit 3 inns and 3 companies, and analyze the businesses.

## 3. Program essentials

The theme for 2018 is “hospitality.” While studies indicate that productivity in the Japanese service industry is among the poorest in the world, Japanese hospitality is reputed as among the best. Is hospitality not profitable? The current undertaking is to take a closer look at the problems associated with the Japanese service industry.

In particular, the visit to Yamanaka Onsen (Ishikawa Prefecture), which is located in a rural area of Japan and known for its hospitality, will be the highlight of this program. Students will stay at 3 inns in Yamanaka Onsen with distinctive characters, and have discussions with the proprietors of the inns, deputy mayor of Kaga City, chairperson of the tourist association, etc. Furthermore, they will learn about the traditional culture, history, and community spirit of the region, experience that the tourism industry is a service industry rooted in society, culture, and history that requires the entire region to join forces, and with these viewpoints, students will make suggestions on the strengths, current circumstances, problems, and future potential of Yamanaka Onsen. This may also serve as a model case for regional revitalization.

※ Please direct any requests or inquiries to the contact information provided below.

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### **【Inquiries about program】**

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